Dental Treatment Abroad: A Complete Guide for International Patients

Dental tourism gives patients the opportunity to travel internationally for dental treatment, including implants, crowns, veneers, full-mouth restoration, and cosmetic dentistry. For many people, the appeal is not only affordability. It can also include faster appointment availability, access to specialists, modern dental technology, and a wider choice of treatment providers. Still, travelling for dental care is a major health and financial decision. A good dental tourism experience depends on more than choosing a popular destination or finding the lowest online quote. Patients need a clear diagnosis, a realistic timeline, qualified clinicians, transparent pricing, suitable materials, and a reliable plan for aftercare. This guide explains how to compare international dental providers, understand dental implant treatment, evaluate total costs, prepare for travel, and avoid common mistakes. It is general educational information and should not replace advice from a qualified dentist who has assessed your individual oral health and medical history.

Understanding Dental Tourism

Dental tourism means travelling outside your home country to receive dental care. Some people travel for a single crown or cosmetic procedure, while others travel for more complex treatment, such as dental implants, implant-supported bridges, or full-mouth rehabilitation.

The process usually begins online. A patient may send X-rays, dental photographs, medical details, and a description of their concerns. The clinic may then provide a preliminary treatment plan and estimated cost. However, a remote assessment is only a starting point. A final clinical decision should be made after an in-person examination and appropriate diagnostic imaging.

Dental tourism can involve several types of treatment:

- Routine dentistry, such as fillings, scaling, crowns, bridges, and dentures
- Cosmetic dentistry, such as veneers, whitening, bonding, and smile makeovers
- Dental implants for one or multiple missing teeth
- Full-arch implant treatment, including All-on-4 concepts
- Complex restorative treatment for worn, damaged, or failing teeth
- Full-mouth rehabilitation involving implants, crowns, gum treatment, and bite correction

Not every treatment is suitable for short-term travel. A simple crown may be completed during one visit, but implant treatment often requires healing time, multiple appointments, and future maintenance.

Why Patients Choose Dental Treatment Abroad

Patients may explore dental treatment abroad for different reasons. The most common reason is cost, especially for procedures that are expensive in their home country. However, price should never be the only reason for choosing a dental provider.

Other reasons include:

- Access to dentists with experience in implants or cosmetic dentistry
- Availability of digital scanning, 3D imaging, and modern laboratory systems
- Shorter waiting periods in some destinations
- The ability to schedule several appointments within one trip
- International patient departments that assist with travel coordination
- Access to restorative options that may not be easily available locally
- A chance to combine treatment with travel, where clinically appropriate

The important question is not simply, “How cheap is the treatment?” A better question is, “Is this treatment plan safe, complete, clinically appropriate, and manageable after I return home?”

A low-cost package may not include diagnostics, abutments, crowns, bone grafting, medication, temporary teeth, or final restorations. Patients should compare complete treatment plans rather than advertisements that show only a starting price.

How to Choose the Best Dental Hospitals

The phrase **best dental hospitals** can mean different things for different patients. A clinic that is suitable for a straightforward veneer case may not be the right place for a medically complex implant patient.

The best choice is usually a provider that can demonstrate appropriate qualifications, careful planning, good communication, transparent pricing, and a realistic follow-up process.

Dentist Qualifications

Ask who will perform the treatment and what their professional background is. Check whether the dentist is licensed or registered in the destination country. For implants, complex restorative work, gum treatment, or surgery, it may be helpful to understand whether the provider has additional training or experience in implantology, oral surgery, prosthodontics, or periodontics.

Hospital or Clinic Experience

Ask whether the provider regularly manages cases similar to yours. A patient requiring one implant has different needs from someone seeking full-mouth rehabilitation after years of tooth loss and bone loss.

Experience should relate to the proposed treatment, not only the overall number of patients treated by the clinic.

Treatment Planning

A quality provider should explain the diagnosis, treatment sequence, alternatives, materials, expected timeline, risks, and limitations. Be cautious if a clinic recommends extensive treatment before reviewing meaningful records or performing an in-person examination.

Infection Control

Dental surgery and implant treatment require strict hygiene and sterilization procedures. Ask about sterilization protocols, clinical safety practices, and how instruments are processed between patients.

Diagnostic Technology

Modern dental planning may include digital X-rays, panoramic imaging, intraoral scanning, and CBCT scans. A CBCT scan can help assess bone volume and important anatomical structures when implant surgery is being considered.

Technology alone does not guarantee quality. It must be used by clinicians who can interpret the information and build an appropriate treatment plan.

Implant Systems and Materials

Ask the clinic to identify the proposed implant system, crown material, bridge material, and laboratory process. Keep written records of these details. This information can be important if future maintenance or repair is needed at home.

Emergency Support

Ask what happens if you experience pain, swelling, infection, bleeding, or damage to a temporary restoration while in the destination country. The provider should explain whom to contact and how urgent problems are managed.

Transparent Pricing

A reliable clinic should provide a written estimate that explains what is included and excluded. If a price is presented as a package, ask for a line-by-line breakdown.

Communication and Language Support

Clear communication is essential for informed consent. Patients should understand the treatment plan, risks, medications, payment conditions, travel instructions, and aftercare requirements before agreeing to treatment.

Comparing Countries for Dental Tourism

Country	Popular Treatment Interests	Cost Considerations	Travel Considerations	What Patients Should Verify
Turkey	Implants, veneers, crowns, full-arch treatment	Prices vary by clinic, materials, and included services	Often convenient for UK and European patients	Dentist credentials, implant brand, final prosthesis, aftercare
Hungary	Crowns, bridges, implants, restorative dentistry	Compare treatment cost with travel and accommodation	Often accessible from European locations	Specialist involvement, diagnostic planning, written quote
India	Implants, restorative work, cosmetic dentistry	Costs can vary widely by city and hospital	Long-distance travel for many patients	Hospital standards, treatment timeline, follow-up plan
Thailand	Cosmetic dentistry, restorative care, implants	Package prices require detailed review	Travel time may affect recovery planning	Materials, treatment stages, emergency support
Mexico	Implants, crowns, bridges, cosmetic treatment	Compare total costs, not only procedure prices	May be convenient for some North American patients	Registration, infection control, dental records
Malaysia	Implants, cosmetic dentistry, restorative treatment	Obtain itemized quotes	Often convenient for patients in Asia-Pacific	Treatment team, laboratory standards, post-treatment communication
Spain	Implants, crowns, cosmetic dentistry	Cost varies by region and clinic	Convenient for many European travellers	Experience, follow-up, restorative material choices
Poland	Restorative treatment, crowns, implants	Travel and accommodation affect total budget	Often accessible within Europe	Language support, time needed for multiple visits
Croatia	Implants, crowns, smile restoration	Compare total plan rather than package promotions	Suitable for some European travellers	Diagnostics, treatment record process, aftercare
Colombia	Cosmetic and restorative dentistry, implants	Costs vary by city and case complexity	Travel distance is an important factor	Dentist qualifications and realistic travel timeline

Dental Implants Abroad

Dental implants are artificial tooth roots placed in the jawbone to support a crown, bridge, or denture. They are commonly used to replace missing teeth, but they are not automatically the best option for every patient.

A dental implant treatment plan may involve:

1. Dental examination and medical history review
2. X-rays or 3D CBCT imaging
3. Gum and bone assessment
4. Tooth extraction, if needed
5. Bone grafting or sinus lift in selected cases
6. Implant placement
7. Healing and monitoring
8. Placement of an abutment
9. Fitting of a crown, bridge, or denture
10. Long-term maintenance and hygiene reviews

Patients considering **dental implants abroad** should understand that treatment may take longer than expected. Some providers offer immediate temporary teeth in selected cases, but a temporary restoration is not always the same as the final crown or bridge.

Healing periods differ from person to person. Bone quality, gum health, implant stability, smoking, medical conditions, bite forces, and the need for grafting can affect the timeline.

Dental implants can offer a stable tooth-replacement option for suitable patients, but they involve surgery and ongoing maintenance. Potential complications may include infection, delayed healing, implant instability, gum inflammation, prosthetic breakage, and bite-related problems.fda

Dental Implant Cost Comparison

A useful **dental implant cost comparison** looks at the entire treatment, not only the implant fixture. The final amount depends on the patient's condition and the type of restoration required.

Cost Component	Questions to Ask
Consultation	Is the first assessment included?
X-rays or CBCT	Are diagnostic scans included in the treatment quote?
Implant fixture	Which brand and model are being used?
Abutment	Is the abutment included separately?
Crown or prosthesis	Is the final tooth included, or only the implant placement?
Bone grafting	Could grafting be required after examination?
Sinus lift	Is this a possible additional cost for upper-jaw implants?
Temporary teeth	Is a temporary crown, bridge, or denture included?
Medication	Are prescriptions and post-operative supplies included?
Laboratory fee	Is laboratory work included in the final price?
Follow-up	How many appointments are included while abroad?

Cost Component	Questions to Ask
Travel expenses	Have flights, hotels, transfers, and extra nights been considered?

How to Compare Dental Implant Quotes

When you receive a treatment quote, ask for an itemized document. It should explain the procedure and materials in plain language.

A complete quote should ideally clarify:

- Whether consultation and clinical examination are included
- Whether X-rays, panoramic imaging, or CBCT scans are included
- The number of implants proposed
- The implant brand and component details
- Whether abutments are included
- Whether the price includes temporary teeth
- Whether the final crown, bridge, or fixed prosthesis is included
- Whether extraction, gum treatment, bone grafting, or sinus lift may be needed
- What material will be used for the final restoration
- Whether sedation, anesthesia, and medication are included
- How many review appointments are included
- What happens if the plan changes after the in-person examination
- Whether airport transfers, accommodation, or travel coordination are included
- What records you will receive before travelling home

A transparent quote should also explain exclusions. It is better to receive a realistic estimate with possible additional costs than an artificially low price that changes after arrival.

Best Dental Implant Hospitals

Patients searching for the **best dental implant hospitals** should look for evidence of careful clinical work rather than dramatic advertising language.

Important signs include:

- A named dentist or implant team responsible for planning
- Verifiable qualifications and professional registration
- Experience with complex implant or restorative cases when relevant
- Appropriate imaging and diagnostic assessment
- Clear explanations about implant brands and prosthetic materials
- Written consent and realistic discussion of risks
- Sterilization and infection-control procedures
- A plan for temporary and final restorations
- Clear records for future maintenance
- A practical aftercare process for international patients

Avoid providers that promise an implant solution without reviewing your dental condition. A responsible clinician may recommend alternatives, staged treatment, gum care, bone grafting, or delaying treatment until certain oral-health issues are managed.

All-on-4 Dental Implants Abroad

All-on-4 dental implants abroad generally refers to a full-arch restoration supported by four strategically placed implants. It may be considered for people who have lost most or all teeth in one jaw or have teeth that cannot be retained.

In some cases, the patient receives a temporary fixed restoration shortly after surgery. The final bridge is usually planned after the healing period and further clinical review.

All-on-4 treatment may offer a fixed solution with fewer implants than individual replacement of every missing tooth. However, it is not suitable for every patient.

The dentist should assess:

- Bone volume and bone quality
- Gum health and signs of infection
- Medical history and medications
- Smoking habits
- Bite pattern and jaw relationship
- Ability to clean under and around the prosthesis
- Need for extractions or bone grafting
- Expectations about appearance, speech, and comfort

Patients should ask whether the quoted bridge is temporary or final. They should also ask about its material, expected maintenance, repair process, and the cost of future adjustments.

Full Mouth Dental Implants Abroad

The phrase **full mouth dental implants abroad** can describe several different treatments. It does not always mean the same procedure or the same number of implants.

A full-mouth solution may involve:

- Fixed implant-supported bridges
- Implant-supported removable dentures
- Multiple individual implants and crowns
- A combination of natural teeth, crowns, bridges, and implants
- Full-mouth reconstruction involving bite correction and restorative dentistry

A full-mouth case needs detailed planning because it affects appearance, speech, chewing, facial support, bite function, and oral hygiene.

The provider should explain:

- How many implants are planned in each arch

- Whether existing teeth will be preserved or extracted
- Whether bone grafting is needed
- Whether the bridge will be temporary or final
- Which material will be used for the final teeth
- How long healing may take
- How the bite will be tested and adjusted
- How the patient should clean the final prosthesis
- What maintenance appointments will be needed in future

Patients should not assume that full-mouth treatment can always be completed in a short holiday. Some cases require staged surgery and several months of healing before final restorations are placed.

Cosmetic Dentistry Abroad

Cosmetic dentistry can improve the appearance of teeth, but aesthetic treatment should also protect long-term dental health and function.

Common cosmetic treatments include:

- Porcelain veneers
- Composite bonding
- Crowns
- Teeth whitening
- Gum contouring
- Smile makeovers
- Orthodontic treatment or aligners
- Replacement of old fillings or discoloured restorations

Patients looking for **best cosmetic dentistry hospitals** should focus on conservative treatment planning. Veneers and crowns may require changes to tooth structure, so alternatives should be discussed first.

For example, a patient with mild staining or small gaps may be suitable for whitening, bonding, or orthodontic treatment rather than extensive crowns or veneers.

Before agreeing to cosmetic treatment, ask:

- How much natural tooth structure will be removed?
- Are there conservative alternatives?
- What material will be used?
- Can I see a diagnostic mock-up or design preview?
- Does my bite need adjustment before cosmetic work?
- Will gum health be assessed first?
- What maintenance will be needed?
- What happens if a veneer, crown, or bonding restoration chips later?

A natural smile should fit the patient’s face, gum line, bite, and expectations. Cosmetic dentistry should not be rushed simply to fit a travel schedule.

Dental Treatment Abroad: Step-by-Step Process

Step 1: Understand Your Dental Needs

Start by identifying your symptoms, missing teeth, treatment goals, and previous dental work. If you have severe pain, facial swelling, fever, trauma, or difficulty swallowing, seek urgent dental or medical care rather than delaying treatment for travel.

Step 2: Gather Your Dental Records

Collect recent X-rays, scans, treatment notes, implant details, medication lists, and medical information. Good records help the provider create a more useful preliminary assessment.

Step 3: Research Destinations

Compare travel distance, visa conditions, language support, treatment availability, climate, recovery time, and the possibility of returning for future visits.

Step 4: Shortlist Providers

Choose providers based on qualifications, planning standards, communication, patient support, treatment scope, and transparent documentation.

Step 5: Request a Preliminary Consultation

Share your records and ask for a preliminary treatment plan. Remember that the final plan may change after an in-person examination.

Step 6: Compare Treatment Plans

Review the diagnosis, recommended procedures, alternatives, materials, number of visits, risks, and timeline. If two clinics recommend very different plans, ask both to explain their reasoning.

Step 7: Compare Total Costs

Include treatment, diagnostics, temporary restorations, medication, flights, accommodation, transfers, companion expenses, insurance, and possible return trips.

Step 8: Verify Credentials

Check professional registration, clinical qualifications, facility information, and any stated accreditation through reliable channels.

Step 9: Plan Your Travel

Allow enough time for appointments, recovery, adjustments, and unexpected changes. Do not book a return flight too soon after invasive treatment without clinical advice.

Step 10: Receive Treatment

Read consent documents carefully. Ask questions before agreeing to treatment. Confirm the final cost, materials, temporary restoration, and aftercare instructions.

Step 11: Arrange Follow-Up

Before returning home, collect copies of treatment notes, X-rays, implant details, prescriptions, invoices, and future-care instructions.

Risks of Dental Tourism

Dental tourism has potential benefits, but patients should understand the risks before making travel arrangements.

Possible concerns include:

- Infection or delayed healing
- Complications related to surgery or anesthesia
- Communication difficulties
- Unexpected additional treatment costs
- Poorly explained treatment plans
- Different clinical standards or regulations
- Inadequate aftercare after returning home
- Difficulty obtaining repair or corrective treatment locally
- Travel disruption or insufficient recovery time
- Incomplete treatment due to limited stay duration

Receiving treatment abroad can add practical challenges because the treating dentist may be far away when a complication occurs. Public-health guidance on medical travel highlights that standards and infection-control practices can differ between providers and locations.cdc

Patients can reduce risk by choosing a provider carefully, allowing enough time for recovery, keeping complete records, arranging local follow-up, and avoiding decisions based only on low advertised prices.

Aftercare After Dental Treatment Abroad

Aftercare should be planned before you travel. Ask the provider how they will support you after treatment and what records they will give you.

Depending on the procedure, aftercare may involve:

- Medication instructions
- Soft-food diet recommendations

- Oral hygiene instructions
- Avoiding smoking and alcohol during healing
- Temporary restoration care
- Remote follow-up communication
- Local dental review after returning home
- Long-term cleaning and maintenance appointments

Contact a dentist urgently if you develop worsening swelling, fever, persistent bleeding, breathing or swallowing difficulty, severe pain that does not improve, signs of an allergic reaction, or damage to a temporary restoration.

Flying soon after dental treatment may not be appropriate in every case. Travel timing should be discussed with the treating clinician, especially after surgery, bone grafting, sinus procedures, or extensive restorative work.

Dental Tourism Travel Checklist

Medical and Dental Documents

- Current medical history
- Medication list
- Allergy information
- Recent X-rays or scans
- Previous dental treatment records
- Implant details, if you already have implants
- Dentist contact information at home

Travel Documents

- Passport
- Visa, if required
- Flight and accommodation details
- Travel insurance documents
- Emergency contact list
- Local transportation plan

Treatment Documents

- Written treatment plan
- Itemized quote
- Payment receipts
- Consent forms
- Clinic address and emergency contact number
- Follow-up instructions
- Information about the implant brand and restoration materials

Dental Tourism Cost Checklist

The total cost of dental tourism is broader than the dental procedure itself.

Total Dental Tourism Cost=Dental Treatment+Diagnostics+Travel+Accommodation+Additional Procedures+Follow-Up\text{Total Dental Tourism Cost} = \text{Dental Treatment} + \text{Diagnostics} + \text{Travel} + \text{Accommodation} + \text{Additional Procedures} + \text{Follow-Up}Total Dental Tourism Cost=Dental Treatment+Diagnostics+Travel+Accommodation+Additional Procedures+Follow-Up

Patients should include:

- Initial online consultation
- Diagnostic scans
- Extractions, bone grafts, or gum treatment
- Implant fixture, abutment, and crown
- Temporary restorations
- Laboratory charges
- Medication
- Flights and baggage costs
- Hotels and meals
- Airport transfer and local transport
- Companion expenses
- Travel insurance
- Extra nights if treatment is delayed
- Possible return trips
- Future maintenance or repair

Dental Tourism: Price Versus Quality

The cheapest treatment is not always the most affordable treatment in the long term.

A low quote may become expensive if it excludes essential diagnostics, final crowns, grafting, medication, laboratory work, or follow-up. Corrective treatment after returning home can also cost more than receiving a complete and carefully planned treatment initially.

Patients should balance:

- Price
- Dentist qualifications
- Clinical experience
- Diagnostic planning
- Material quality
- Infection-control standards
- Treatment timeline
- Communication
- Aftercare support
- Total cost, including travel and future maintenance

A responsible clinic will explain uncertainty. It will not promise that every patient can receive the same procedure, the same result, or the same cost.

How to Identify a Trustworthy Dental Provider

Positive Signs

- Detailed and understandable treatment plan
- Named dentist and verifiable credentials
- Appropriate diagnostic process
- Clear explanation of risks and alternatives
- Itemized pricing
- Transparent information about materials
- Written aftercare instructions
- Records available for the patient to take home
- Realistic timeline and no pressure to book immediately

Warning Signs

- Very low price with no explanation of inclusions
- Guaranteed results or “perfect smile” promises
- No in-person assessment before irreversible work
- No details about implant brand or restoration materials
- Vague claims about qualifications or accreditation
- Pressure to pay immediately
- No discussion of medical history or gum health
- No written aftercare or emergency process
- Refusal to provide treatment records

Dental Tourism for Different Patient Needs

Single Missing Tooth

A single implant may be an option, but bridges, removable solutions, or other alternatives may also be suitable. The best choice depends on the health of nearby teeth, bone levels, bite, and budget.

Multiple Missing Teeth

Patients may need several implants, an implant-supported bridge, or a removable implant-supported denture. Treatment should be planned based on function, oral hygiene, bone support, and long-term maintenance.

Full-Mouth Rehabilitation

Full-mouth rehabilitation is complex and may include implants, crowns, bite correction, periodontal treatment, and temporary restorations. It often requires more planning and follow-up than routine dental travel.

Cosmetic Dentistry

Cosmetic patients should ask about tooth-preserving alternatives and ensure that gum health and bite function are considered before veneers or crowns are placed.

All-on-4 Treatment

All-on-4 may be suitable for selected people with extensive tooth loss, but it requires proper bone, gum, bite, and medical assessment.

Complex Restorative Treatment

Patients with advanced gum disease, failed implants, major tooth wear, jaw problems, significant bone loss, or complex medical conditions should seek a provider with appropriate experience and allow extra time for detailed planning.

Common Mistakes to Avoid

- Choosing a clinic based only on a low online price
- Booking flights before receiving a clear treatment plan
- Ignoring dentist qualifications
- Not checking whether the final crown or bridge is included
- Forgetting to ask about implant brands
- Underestimating recovery and healing time
- Assuming every procedure can be completed in one trip
- Not arranging aftercare before travelling
- Accepting vague package quotes
- Failing to collect treatment records before leaving

Expert Tips for Dental Tourists

1. Start with diagnosis, not destination marketing.
2. Request detailed treatment plans from more than one provider.
3. Compare complete costs rather than starting prices.
4. Verify dentist qualifications and provider details.
5. Ask for the implant system and prosthetic material in writing.
6. Confirm the number of visits and expected healing period.
7. Allow extra travel time for adjustments or delays.
8. Plan local follow-up before treatment begins.
9. Keep every scan, invoice, consent form, and treatment record.
10. Do not make a decision under pressure.

Frequently Asked Questions

What is dental tourism?

Dental tourism is travelling to another country for dental treatment such as implants, crowns, bridges, veneers, whitening, or full-mouth restoration.

Is dental treatment abroad safe?

It can be safe when treatment is provided by qualified professionals using appropriate diagnostics, infection-control procedures, transparent planning, and suitable aftercare. Risks can occur with treatment in any location.

Which countries are popular for dental tourism?

Patients often research Turkey, Hungary, India, Thailand, Mexico, Malaysia, Spain, Poland, Croatia, and Colombia. The right choice depends on the provider and the patient's individual treatment needs.

How much do dental implants abroad cost?

Costs vary by country, clinic, implant system, bone condition, crown material, diagnostics, and additional procedures. Request an itemized quote based on your own clinical assessment.

Are dental implants abroad worth considering?

They may be worth considering for patients who can verify the provider, understand the timeline, budget for total costs, and arrange reliable follow-up care.

How do I choose the best dental hospital?

Check qualifications, treatment experience, diagnostics, hygiene standards, communication, materials, written pricing, and aftercare plans.

What should an implant quote include?

It should clarify consultation, imaging, implant fixture, abutment, crown or bridge, temporary teeth, grafting, medication, laboratory fees, and follow-up appointments.

What are All-on-4 dental implants?

All-on-4 usually refers to a full-arch fixed restoration supported by four implants. Suitability depends on bone condition, gum health, bite, oral hygiene, and medical history.

Can I get full-mouth dental implants abroad?

Some patients do, but full-mouth treatment is complex and may require staged care, temporary teeth, healing periods, and future visits.

How long does implant treatment take?

The timeline depends on the case. Some patients receive temporary teeth quickly, while final restorations may require months of healing and monitoring.

Is cosmetic dentistry abroad cheaper?

It may be quoted at a lower price in some countries, but patients should compare materials, tooth preparation, clinical experience, and maintenance requirements.

What are the risks of dental tourism?

Risks can include infection, treatment complications, communication difficulties, unexpected costs, travel disruption, and limited access to aftercare after returning home.

How should I prepare for dental treatment abroad?

Collect dental records, compare clinics, verify credentials, receive a written plan, budget for total costs, plan travel carefully, and arrange follow-up in advance.

What documents should I take?

Take dental records, medical information, medication details, passport, travel insurance, treatment quote, clinic contact information, and payment documentation.

Can a local dentist help after treatment abroad?

A local dentist may provide assessment, hygiene care, maintenance, or emergency treatment, but they may need to evaluate the work independently and may not be responsible for the original provider’s treatment.

Should I fly home immediately after dental surgery?

Ask the treating dentist for advice based on your exact procedure. Extensive surgery, grafting, or sinus-related treatment may require more recovery time before travel.

Conclusion

Dental tourism can be a practical option for patients considering implants, cosmetic dentistry, crowns, or full-mouth restoration. The safest approach is to treat it as a healthcare decision

first and a travel decision second. Compare dental hospitals carefully, ask for clear treatment plans, understand what is included in the price, verify qualifications, and plan for healing and aftercare before you book flights. A good decision is based on clinical quality, safety, communication, total cost, and long-term support—not just the lowest advertised price.